

### Amendments to the Specification

Please replace the paragraph beginning at page 10, line 1, with the following paragraph:

The ENPCID value is essentially a shared secret between the content-relevant ad server and the publisher. The publisher's use of the ENPCID value serves as proof that the publisher is in fact who they say they are, and helps prevent malicious mischief. A revocation list of ENPCID values may be used, so that in the case one is compromised, the publisher can simply be provided with a new one. The old one can be added to the revocation list. Any mail using an ENPCID value on the revocation list is to be ignored.

Please replace the paragraph beginning at page 14, line 11, with the following paragraph:

The content-relevant ad server may use the unique content identifier (e.g., specified by the "cuid=uRKegAPA5SESScptqbhQ4A" part of the request) as a key to look up previously registered content, or at least relevance information (e.g., topics, concepts, etc.) associated with the previously registered content. The content-relevant ad server 610 may then use such previously registered content, or relevance information associated with it, to determine relevant ads. The content-relevant ad server 610 may use techniques such as those described in the '427 application and/or the '900 application, both introduced above, to determine one or more ads relevant to the content of the e-mail 630 document. The relevant ads may be scored using one or more of price information, performance information,

advertiser quality information, etc. Attributes (e.g., positions) of the ads may be determined using the determined scores.

Please replace the Abstract beginning at page 28, line 3, with the following rewritten Abstract:

Content-targeted ads are served with (e.g., HTML) e-mail messages, such as HTML e-mail messages by (i) having the document publisher include a A unique content identifier ("CUID") is included in the content, (ii) having a A client device pass passes the CUID unique content identifier to a content-relevant an ad server in a content relevant an ad request, and (iii) having the content relevant The ad server use uses the CUID unique contend identifier to identify previously registered content for purposes of determining content-relevant ads. In the content relevant ad server, multiple ads may compete for desired ad attributes (e.g., relative position on a page) or features. An arbitration process may Current information may be used when choosing be used to chose and/or order ordering the ads. By having the client device pass the unique content identifier to the content relevant ad server when it needs the ads, Thus, ads can be chosen and generated when all at the time the user reads (or more generally "opens") the e-mail document. This permits up to date ad information to be used when serving ads. User actions with respect to served ads may be tracked by (i) using an An ad image may to display ads in the document, and (ii) using an image map (included in the document originally served) to monitor user behavior with respect to an ad served in a document. All the information about the ad Ad impression information may be encoded in a unique identifier, which is

returned, along with the ad image. The ad image and unique identifier may be provided to a client device. When a user selects an ad, this This unique identifier and an image map click position may be returned to the ad server upon ad selection. A position of an image map clicked may also be returned to the ad server. The ad server may use the returned information unique identifier and image position may be used to allow the ad server to determine which the selected ad was selected. Thus, the unique identifier permits a selection to be matched with a previous ad serve.